- LACS Link Rural Route Conversion– Available for USA records with the USA Regulatory Address Cleanse transform only and is required for CASS certification. It converts emergency addresses. LACS Link updates addresses when the physical address does not move but the address has changed, such as when the municipality changes rural route addresses to street–name addresses. Rural route conversions make it easier for police, fire, ambulance, and postal personnel to locate a rural address. LACS Link also converts addresses when streets are renamed or post office boxes renumbered.
- Residential Delivery Indicator (RDI)– Available in the USA Regulatory Address Cleanse transform, RDI determines whether a given address is for a residence. This is important because unlike the United States Postal Service (USPS), some delivery services charge more for residential deliveries. You can use RDI if you are processing your data for CASS certification or if you are processing in a noncertified mode. In addition, RDI does not require that you use DPV processing

Matching and Consolidating Data

Matching is used once the data has been parsed, standardized, cleansed, and enhanced to determine whether records refer to the same entity, such as a customer. Once matches are identified, consolidation salvages data from records in a match set to create a “best” record or post data to all the records in a match set based on the priority of the records.

Table 10: Input and Consolidated Records

Input Record	Consolidated Record	
Ms Margaret Smith–Kline Ph.D. Future Electronics 101 Avenue of the Americas New York NY 10013–1933 maggie.kline @ future_electronics.com May 23, 2003	Name:	Ms. Margaret Smith-Kline Ph.D.
	Company name:	Future Electronics Co. LLC
Maggie Smith FutureElectronicsCo. LLC 101 6th Ave. Manhattan, NY10012 maggie.kline@future_electronics.com 001–12–4367	SSN:	001-12-4367
	Hire date:	5/23/2003
	Address:	101 Avenue of the Americas, New York NY 10013-1933
Ms. Peg Kline Future Elect. Co. 101 6th Ave. New York NY 10013 01–12–4367 (222) 922–9922 5/23/03	Phone:	(222) 922-9922
	Email:	maggie.kline@future_electronics.com

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